



Fundamentals of the NASA Small Business Program

by

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Presentation Overview

- Key Players
- Eligibility Determination
- Prime/Mentor Roles
- Sub/Protégé Roles
- Program Policy Process
- Letter of Intent
- Agreement
- OSDBU Mentor-Protégé Manager Role
- Mentor Requirements and Evaluation
- Programs for Participation
- Other Important Considerations





Mentor-Protégé Program Definition

NASA's only formal technical and business development program where a Mentor **MUST** have a prime contract with NASA and the Protégé **MUST** have a **SUBCONTRACT** with the Mentor under an approved agreement by the NASA OSDBU.





Key Players

- Prime Contractor Team
 - President/CEO
 - Program Manager
 - Capture Manager
 - Corporate Small Business Liaison Representative
 - Business Development Manager





Key Players

- Client Representatives (NASA)
 - Contracting Officer Technical Representative
 - Contracting Officer
 - Small Business Specialist
 - Secondary Division Representatives
 - Mentor-Protégé Program Manager





Eligibility Determination (Mentor)

- 1819.7208 Mentor Firms
 - Eligible for receipt of Government contracts
 - Major Prime Contractors
 - Small Businesses
 - Regardless of Status [SB, SDB, 8(a), WOSB]





Prime/Mentor Roles

- Selection of Protégé Firms
 - Emerging Firms
 - Size is no greater than 50 Percent of the size standard applicable to the North American Industrial Classification Standard assigned to contracting opportunity
 - Firms outside of Mentor subcontractor portfolio
 - High-Tech Firms
 - Other Considerations
 - Hubzone, Veterans, etc. as long as such firm meets Protégé Eligibility Requirement
- Mentors may have multiple Protégés
- Selection of Protégé(s) may not be protested except for size eligibility issues. OSDBU will make final determination





Eligibility Determination (Protégé)

- 1819.7209 Protégé Firms
 - Certified Small Disadvantaged Business
 - Woman Owned Small Business
 - Historically Black College or Univ./Other Minority Institution
 - Eligible for receipt of Government Contracts





Sub/Protégé Roles

- Except for SDBs, a Protégé may self-certify
- Protégé may have more than one Mentor
- Multiple Mentors are encouraged
 - Pay attention to Teaming Agreement(s)
 - Increase opportunities for success
- Protégés may participate in other Federal Agencies Mentor-Protégé Programs





Mentor-Protégé Program Process

- Mentor and Protégé contact Manager for consultation
 - Existing contract may be modified to incorporate a Mentor-Protégé Agreement into subcontract plan
 - Cost reimbursement type contract
 - Contracts that include an award fee incentive
 - Mentor plans to bid on an upcoming procurement
 - Mentor and Protégé are advised on Incentives for Participation in the Mentor-Protégé Program





Mentor-Protégé Program Process

- Incentives for Participation (Mentor)
 - Represents value in Request for Proposal
 - Earn critical evaluation points during Source Selection
- Evaluation under Mission Suitability Factor
 - Maximize points opportunity
 - Competitive Range
- Post Award
 - May earn or maximize Fee associated with participation
- Mentors enter new markets through association with Protégé (Other federal or commercial clients)
- Mentor may award subcontracts to Protégés non-competitively





Mentor-Protégé Program Process

- Incentives for Participation (Protégé)
 - Subcontracts under Mentor prime contract(s)
 - Non-competitive subcontracts
 - Preparation for prime contracting world
 - Multiple Mentors are allowed
- Protégés enter new markets through association with Mentor (Other federal or commercial clients)
- Develop new technical and business disciplines not dominant in Protégé product or service portfolio
- Prestige and recognition across the agency which increases market presence





Mentor-Protégé Program Participation

- Letter of Intent
- Mentor-Protégé Agreement
- NASA Mentor-Protégé Program Management Information System (MP/MIS)





Mentor-Protégé Program Participation

- Letter of Intent
- Reference NFS 1819.7211
 - As a convenience NASA developed the MP/MIS to assist with application development
 - Basic information
 - Mentor name and supporting information
 - Protégé name and supporting information
 - Contract and supporting information
- Letter of Intent should be thoughtfully planned and address Key Questions





Mentor-Protégé Program Participation

- Letter of Intent Key Questions
 - (1) Executive Overview that outlines development plan
 - Site prime contract duration
 - To what extent is Protégé partnered with Mentor
 - Planned subcontracts to Protégé
 - Subcontract Start/End dates (estimate)
 - Subcontract Value (estimate)
 - Location(s)
 - FTE (estimate)
 - Other pertinent information





Mentor-Protégé Program Participation

- Letter of Intent Key Questions
 - (2) Highlight Protégé business improvement plan
 - Describe business development approach
 - Activities
 - Training plans
 - Certifications (if applicable)
 - Executive exchange or assignments to Protégé
 - Other





Mentor-Protégé Program Participation

- Letter of Intent Key Questions
 - (3) Statement of Work highlights associated with subcontract
 - SOW in line with Mentor prime contract
 - Plans for subcontracting beyond primary contract (federal or commercial) planned or planned for future
 - Technical capability advancement beyond core competencies over agreement term





Mentor-Protégé Program Participation

- Letter of Intent Key Questions
 - (4) Protégé business base expansion
 - Mentors business base to include Protégé
 - Federal (non-NASA)
 - Commercial
 - Other





Mentor-Protégé Program Participation

- Letter of Intent Key Questions
 - (5) Evaluation Methods
 - How will Mentor evaluate Protégé Progress
 - Senior Management Awareness
 - Commitment statement at Vice President or President level that demonstrates awareness of Mentor-Protégé Participation and to review progress
 - Senior management to confer with Assistant Administrator/OSDBU and Mentor-Protégé Program Manager as necessary on program effectiveness
 - Signatures
 - Mentor and Protégé to exchange and file hardcopies





Mentor-Protégé Program Participation

- OSDBU Mentor-Protégé Program Manager Role
 - Review and confer with Contracting Officer Rep
 - Review and confer with Contracting Officer Tech Rep
 - Small Business Specialist
 - Make final decision
 - Approve or Non-Approval Letter is sent (electronically) within 30 days of receipt
- Prime should be cognizant of their RFP due date and allow time for LOI review





Mentor-Protégé Program Participation

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 - Small Business Specialist
 - Make final decision
 - Approve or Non-Approval Letter is sent (electronically) within 30 days of receipt
- Prime should be cognizant of their RFP due date and allow time for LOI review
- Prime may resubmit within 30 days if non-approval decision is made





Mentor-Protégé Program Participation

- Agreement Submission
- Reference NFS 1910.7213
 - Process is automated
 - After approved Letter of Intent
 - Prime may submit Post Award
 - If bid for contract is unsuccessful, LOI become null and void, unless Prime notifies Manager with other intentions
 - Basic Information from LOI is maintained by MP/MIS
 - More detailed plan is now necessary





Mentor-Protégé Program Participation

- Key Agreement Questions
 - (1) Executive Statement formalizing agreement
 - (2) Detailed developmental assistance plan
 - Progress payments
 - Advance payments
 - Loans
 - Facilities use or Equipment
 - Property
 - Other forms of developmental assistance in addition to or in lieu of above





Mentor-Protégé Program Participation

- Key Agreement Questions
 - (3) Describe plans, objective, goals, timeline
 - Business Development
 - Technical Development
 - Business Development Deliverables and timeline
 - Technical Development Deliverables and timeline
 - Other
 - Describe how above expands Protégés Business and Technical Capabilities from current form and any other additional detail





Mentor-Protégé Program Participation

- Key Agreement Questions
 - (4) Measurement Standards and Evaluation
 - Describe what methods will Mentor use to evaluate Protégé business development progress toward meeting agreed goals
 - Describe what methods will Mentor use to Evaluate Protégé Technical Development progress toward meeting agreed upon plans
 - How will Mentor Evaluate Protégé Deliverables
 - Other techniques, methods, information





Mentor-Protégé Program Participation

- Key Agreement Questions
 - (5) List current subcontracts
 - To Protégé
 - Other NASA prime contracts, federal or commercial
 - Be specific about
 - Present, planned or future business opportunities for Protégé and estimated time frame
 - Including subcontract information
 - Period of performance and option years
 - FTE/Work assigned to Protégé per subcontract
 - Other information here





Mentor-Protégé Program Participation

- Key Agreement Questions
 - (6) Business Expansion
 - (7) Schedule
 - (8) Authorizations
 - (9) Intellectual Property (if applicable)
 - (10) NAISC codes
 - (11) Voluntary Termination of agreement
 - Mentor or Prime is still responsible for any deliverables under its prime contract
 - (12) Other agreed upon conditions
 - (13) Other Agreement features
 - (14) Disclaimer statement and signatures
 - Mentor and Protégé maintain original signed copies in files





Mentor-Protégé Program Participation

- OSDBU Mentor-Protégé Program Manager Role
 - Review and confer with Contracting Officer Rep
 - Review and confer with Contracting Officer Tech Rep
 - Small Business Specialist
 - Make final decision
 - Concur or Non-Concur Letter is sent (electronically) within 30 days of receipt
- Prime may resubmit within 30 days if non-concur decision is made
- Mentor-Protégé Agreement Phase-In teleConference
 - Mentor-Protégé Program Manager
 - Contracting Officer
 - Contracting Tech Rep
 - Mentor
 - Protégé





Mentor-Protégé Program Participation

- OSDBU Mentor-Protégé Program Manager Role
- Reporting NFS 1819.7217
 - Review Semi-Annual Report submitted by Mentor
 - Review Semi-Annual Report submitted by Protégé
 - Review Strengths and Weakness Report submitted by COTR to Mentor Protégé Manager and Contracting Officer
 - Submit Evaluation Report to Contracting Officer and





Mentor-Protégé Program Participation

- **Mentor Requirements and Evaluation NFS 1852.219-79**
 - (b) Prime Contractor Performance will be evaluated on specific actions taken by the contractor to
 - (1) increase the participation of Protégés as subcontractors and suppliers
 - (2) develop the technical and corporate administrative expertise of a protégé as defined in the agreement
 - (3) to what extent the protégé has met the development objectives in the agreement and
 - (4) to what extent the firm's participation in the Mentor-Protégé Program resulted in the Protégé receiving competitive contract(s) and subcontract(s) from private firms and agencies other than the mentor
 - (e) Mentor and Protégé firms will submit a “lessons learned” evaluation to the NASA OSDBU at the conclusion of the contract.
 - At the end of each year in the Mentor-Protégé Program, the team will formally brief the Mentor-Protégé Program Manager, Contracting Officer Technical Representative, and other officials as appropriate





Mentor-Protégé MP/MIS



OSDBU Managment
Information System

Welcome to NASA's
Office of Small and
Disadvantaged
Business Utilization!

Please log in

User Name:

Password:

Login

Reset

Warning

Please note that you are entering a government system, which may be used only for authorized purposes. Unauthorized access or modification of any information stored on this system may result in criminal prosecution.





Programs for Participation (Finding a Mentor/First Year)

Training and Development of Small Businesses in Advanced Technologies

BASIC Course

- Proposal Prep.
- Marketing
- Case Studies
- Subcontracting
- Safety



Call 1-800-933-8483

TADSBAT is designed for small businesses seeking to gain inside knowledge about doing business with NASA. The 3 day BASIC Course and 2 day Advanced Course provides that opportunity.

Advanced Course

- Advanced Marketing Techniques
- Financial Management
- Proposal Preparation





Programs for Participation

Quarterly Aeronautics Technology SB Forum



Targeted Areas Sought:

- High Performance Super Computing
- Computational Fluid Dynamics
- Materials and Structures
- Guidance Navigation and Control
- Air Breathing Propulsion and Aerodynamics

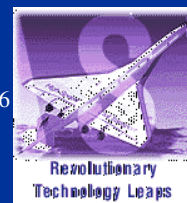
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Mr. C. Silski



LANGLEY
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Mr. V. Vann



DRYDEN
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Mr. Medina





Programs for Participation

Semi-Annual Science Forum



Targeted Areas:

- Earth and Space Science Research & Applications
- Sensor and Instrument Technology
- Commercial Remote Sensing
- Spacecraft hardware
- Space and Ground Communications
- Lasers and LIDAR Systems
- Satellite Data Processing and Analysis
- Space Telecommunications



Goddard
(301) 286-6574
Ms. O. Gunter

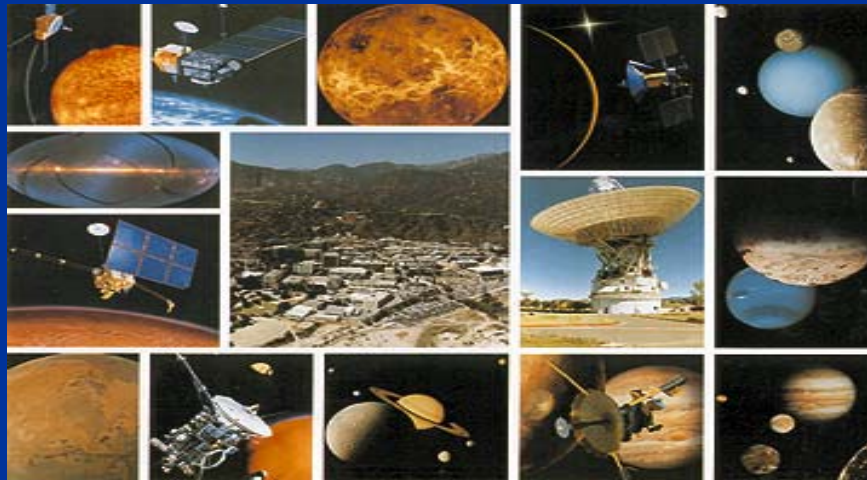
JPL
(818) 354-7531
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Programs for Participation

Space Science Symposium for Small Business



- A national program that illustrates NASA's earth and science program for small businesses
- Presentations are conducted by experts in the science community and senior NASA officials
- Only program highlighting Earth and Science Enterprises focused at the high tech small business community
- Announcement of Opportunities, procurement initiatives, contracting and subcontracting
- NASA Headquarters, Washington, DC





Other Important Considerations

- Map out your strategy and considerations
 - Research, Research, Research
 - Web Sites
 - procurement.nasa.gov
 - NAIS (NASA Acquisition Internet Service)
 - Email notification
 - NASA Contractual and Financial Information on all prime contracts for last five years
 - Phone Book
 - Key Contacts
 - Who are you dealing with?
 - Are they the decision-maker?
 - Are they *your* advocate?





Other Important Considerations

- Map out your strategy and considerations continued
 - Procurement Intelligence (Ten Q&As to know NOW)
 - Contract Name
 - Contract Number
 - Contract Type
 - (Full and Open, SB Set-Aside, GWAC, GSA, 8(a), other)
 - Center Location
 - Incumbent Point of Contact
 - Incumbent Program Manager
 - Contracting Officer
 - Contracting Officer Technical Representative
 - Description of Contract
 - Goals (SB, SDB, WOSB)
 - Contract Status
 - Where is this contract going?
 - What's the future look like?





Other Important Considerations

- Other Dynamics
 - Client Management Approach and Stability
 - Any recent changes that could shift momentum
 - Personnel Changes
 - Re-Organizations
 - Senior Leadership
 - Budget/Program
 - Priority Shifts





Other Important Considerations

- What Else?
 - Understand your client and their need
 - Determine where does your firm fit
 - If know one knows you, GET NOTICED!
 - Any recent changes that could shift momentum
 - Personnel Changes
 - Re-Organizations
 - Senior Leadership
 - Budget/Program
 - Priority Shifts
 - Timing is extremely important
 - Be Ready
 - Have critical information ready
 - Rates, Accounting System, Client Knowledge
 - KNOW the Mentor-Protégé Program yourself





Other Important Considerations

- **KNOW the Mentor-Protégé Program Yourself**
 - The Agreement is not a Subcontract
 - You may have to write most of it
 - Take the lead
 - Speak up
 - Observe/consider Mentor/Prime other partner commitments





Conclusion

- New Directions
 - Key feature in Request for Proposal
 - NASA MP/MIS
 - Mentor-Protégé Program Administration Certificate
 - Training
 - Potential Policy Updates





Contact

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